

Configuring Written Copy to Social Media

[This Changes Everything: Austin Witnesses to Sex Pistols' Chaotic Randy's Rodeo Show Go Home and Start Bands](#) By Tim Stegall

This installation of the “Austin Punk Chronicles” on the topic of the Sex Pistol’s legendary 1978 concert at Randy’s Rodeo in San Antonio highlights how this single show served as a catalyst in a burgeoning punk scene in the state capital. With the topic of the story taken into consideration, I will highlight the snapshot-style retelling of the events on Jan. 8-9, 1978, as well as chronicling the after effects that this show had on future Austin punk bands and musicians. I will share this story through Facebook posts, Tweets, Instagram posts and stories, as well as host a Reddit AMA that will provide a platform for audience members to ask questions to an attendee of the infamous 1978 concert at Randy’s Rodeo.

The Facebook post will provide a snapshot of the scene in which the story takes place to draw in readers and get them interested in the rambunctious events on that San Antonio night and provide a link to the story where they can read the article in full. The six-tweet Twitter thread that I will send out will be presenting the chain of events that led to the Randy’s Rodeo concert from the position of the Sex Pistols band, monitoring their arrival to the United States from London until their eventual break-up five days after the show in San Francisco. For the Instagram posts, I will be introducing some of the notable figures that provide a first-hand account of the events at Randy’s Rodeo and how their experience seeing the Sex Pistols influenced their trajectory in the Austin music scene over forty years later. Finally, the Reddit AMA will be hosted by the music journalist that wrote the article, Tim Stegall, along with a concert attendee and violence instigator, Brian Faltin.

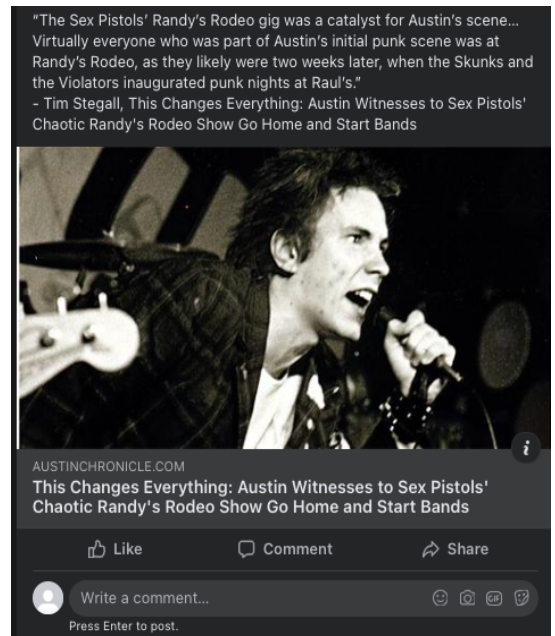
The primary focus on promoting the story will be to capture the electric atmosphere of that 1978 night in San Antonio, the rambunctious characters that bring the story to life, and the aftermath that the concert had on the burgeoning Austin punk scene. A secondary focus is to convey how that single Sex Pistols show served as the catalyst for new punk bands in Austin, including those who got the idea to put a group together directly following the conclusion of the show at Randy’s Rodeo. Promotion for this story will be gritty and captivating, much like the allure of the Sex Pistols themselves as Texans anticipated their arrival back in 1978!

Facebook Post Example

“The Sex Pistols’ Randy’s Rodeo gig was a catalyst for Austin’s scene... Virtually everyone who was part of Austin’s initial punk scene was at Randy’s Rodeo, as they likely were two weeks later, when the Skunks and the Violators inaugurated punk nights at Raul’s.”

- Tim Stegall, [This Changes Everything: Austin Witnesses to Sex Pistols' Chaotic Randy's Rodeo Show Go Home and Start Bands](#)

Twitter Tweet Package Example



1) PUNKS COME TO RUN AMUCK (1/6)

7 pm, Jan. 3, 1978: Pan Am Flight No.1 lands at JFK Airport in New York from London disposing of the Sex Pistols, their English road manager John Tiberi, tour manager Noel Monk, and security escorts.

2) ANARCHY IN THE U.S. (2/6)

“America looked on, horrified, as the Pistol’s tour bus crept across the South.” The rowdy and rambunctious reputation of the Sex Pistols stirred controversy as they were hyped up to be “rock’s most outrageously offensive act.”

3) THE PUNKS VS. THE PRESS (3/6)

The interview between seasoned NBC reporter Jack Perkins and Sex Pistols members Sid Vicious (bass) and Paul Cook (drums) in Atlanta ends in disaster, and Today co-hosts compared the punks to their friendlier Beatles counterparts.

4) MUSIC CAPITOL MUCK-UP (4/6)

Two days prior to their Texas debut in San Antonio, the Sex Pistols made a stop in Austin where they made a mess of the Austin Ramada Inn, saw Clint Eastwood’s latest film *The Gauntlet*, and tore up Sixth Street all the way to Esther’s Pool Hall.

5) THE RAT RACE AT RANDY’S RODEO (5/6)

Shortly after midnight, Jan. 9, 1978, the Sex Pistols took the stage at Randy’s Rodeo in San Antonio following opening acts the Vamps and Ultra for an unforgettable show filled with heckling, hot dogs, and shaving cream.

6) THE PISTOLS CEASE FIRE (6/6)

Five days after the infamous show at Randy’s Rodeo, on Jan. 14, 1978, the Sex Pistols split in San Francisco. Ten years later, the band’s only album *Never Mind the Bollocks, Here’s the Sex Pistols* went gold.

Instagram Package Example - CAPTIONS

1) Chapter 4, Part 2 of the “Austin Punk Chronicles” documents the aftermath of the infamous Sex Pistols concert at Randy’s Rodeo in Jan. 1978 in “This Changes Everything: Austin Witnesses to Sex Pistols' Chaotic Randy's Rodeo Show Go Home and Start Bands” by Tim Stegall.

2) The Sex Pistols concert at Randy’s Rodeo was attended by Phil Tolstead, John Burton, and Dan Puckett who soon went on to form Austin-based punk band the Huns following the landmark concert.

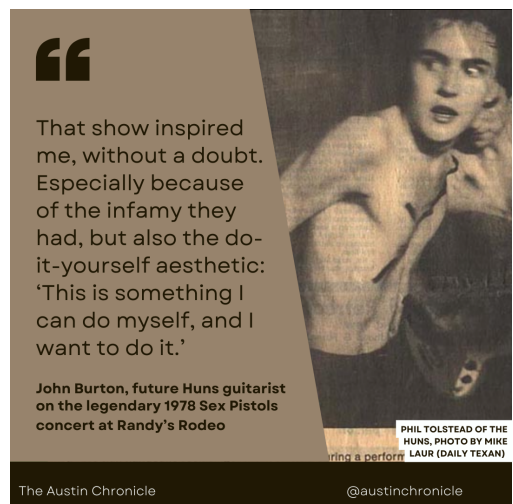
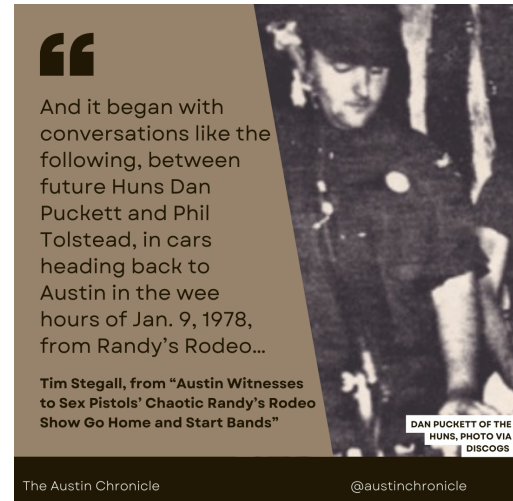
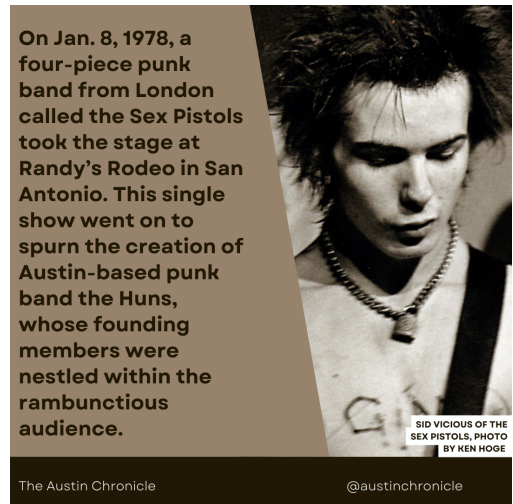
3) Future Huns guitarist John Burton said that the 1978 Sex Pistols concert championed the DIY aesthetic that characterized the late 70s punk style, a style which he became interested in emulating.

4) Dan Puckett, future member of Austin-based punk band the Huns, became instantly inspired to create a group similar to the Sex Pistols on the ride home back to Austin from the Randy’s Rodeo concert with another future Huns musician, Phil Tolstead.

Instagram Package Example - ALT TEXT

1) On the right, a photo of shirtless Sex Pistols bassist Sid Vicious looking downwards. On the left, an introduction to the article’s content: “On Jan. 8, 1978, a four-piece punk band from London called the Sex Pistols took the stage at Randy’s Rodeo in San Antonio. This single show went on to spur the creation of Austin based punk band the Huns, whose founding members were nestled within the rambunctious audience.”

2) On the right, a black and white photo of Dan Puckett of the Huns. On the left, a quote from Tim Stegall, the author of “This Changes Everything: Austin Witnesses to Sex Pistols' Chaotic Randy's Rodeo Show Go Home and Start Bands” who wrote: “... And it began with conversations like the following, between future Huns Dan Puckett and Phil Tolstead, in cars heading back to Austin in the wee hours of Jan. 9, 1978, from Randy’s Rodeo...”



3) On the right, a black and white photo of a shirtless Phil Tolstead of the Huns. On the left, a quote from future Huns guitarist John Burton: “That show inspired me, without a doubt. Especially because of the infamy they had, but also the do-it-yourself aesthetic: ‘This is something I can do myself, and I want to do it.’”

4) On the right, a black and white photo of the Huns. On the left, a quote from future Huns band member and Randy’s Rodeo attendee Dan Puckett: “There was a lot of, ‘That was awesome! That was awesome!’ Then, pretty quickly, we started saying, ‘Y’know, we can do that.’”

Pitch for engaging readers about the story over a live discussion - REDDIT AMA

Conversation Title: I was the heckler who lobbed a Lone Star at Sid Vicious during the 1978 Randy’s Rodeo concert, AMA!

Summary of the conversation —

This Reddit AMA will be hosted in conjunction with the Austin Chronicle article “This Changes Everything: Austin Witnesses to Sex Pistols' Chaotic Randy's Rodeo Show Go Home and Start Bands” by Tim Stegall. The music journalist behind the article, Tim Stegall, will be the moderator and a notable figure featured in the article, Brian Faltin, will be the guest. In Jan. 1978, the Sex Pistols took the stage at Randy’s Rodeo in San Antonio with many future Austin punk musicians in attendance, including the aforementioned Brian Faltin. What makes Faltin stand apart from the other attendees is his notorious audience participation during the show, notably heckling frontman Johnny Rotten, throwing a half-filled Lone Star can at the head of bassist Sid Vicious, and leading Vicious to swing his Fender Precision bass at the head of Warner Bros. Director of Artist Development Ted Cohen and rock photographer Richard Aaron.

MODERATOR — Tim Stegall, Austin Chronicle music journalist, “This Changes Everything: Austin Witnesses to Sex Pistols' Chaotic Randy's Rodeo Show Go Home and Start Bands”

GUEST — Brian Faltin, Randy’s Rodeo Sex Pistols concert attendee and notable heckler

Introductory Script —

In January 1978, the Sex Pistols notoriously took the stage at Randy’s Rodeo for their Texas debut. 44 years later, we have a firsthand account of the show's most intense heckler with the intention of provoking punk frontman Johnny Rotten and short-tempered bassist Sid Vicious. Brian Faltin proclaimed, “Let me at ‘em!” and “I’ll show you a fight!” before hurding a beer can that hit Vicious on the side of the head. Faltin was later taken backstage and handcuffed by security, evading prosecution, and now is here to share his wild tale of provoking punk rock’s most notoriously violent band.

List of questions you think the audience might ask:

- 1) Why were you so upset at the Sex Pistols, who were such a legendary band in the history of punk rock and rock & roll as a whole?
- 2) During the concert, were you actively trying to hurt or cause harm to either Sid Vicious or Johnny Rotten? Did you bring any weapons to the concert?
- 3) Who do you think would have won if you actually exchanged blows with Johnny Rotten or Sid Vicious? Do you think the reactions and violence you provoked during the show only served to make it more legendary?
- 4) Were you nervous that your actions that night at the concert in 1978 would get you thrown in jail or prosecuted for assault against the Sex Pistols band members? Do you think your actions would have been worth getting prosecuted?
- 5) How do you think the Sex Pistols concert at Randy's Rodeo in 1978 served to shape the Austin punk scene in the following years?

Instagram Reel to natively fit on a social media platform about or adjacent to the story:

https://drive.google.com/file/d/1BzWn8bkURLKlahTRTBZxXYcXmq60_-eT/view?usp=sharing

How we will track and measure success, including what metrics we will be paying attention to —

I will track and measure the success of “This Changes Everything: Austin Witnesses to Sex Pistols' Chaotic Randy's Rodeo Show Go Home and Start Bands” by monitoring the reach and impressions associated with the article on various platforms, such as Facebook, Twitter, Instagram, Reddit, and the Austin Chronicle website. These can be measured by the number of people who share Instagram, Facebook, and Twitter posts with links to the story to increase reach and therefore awareness of the story's online presence. With an expanded reach and by utilizing the analytics on various social media platforms, we can track how many likes, replies, or shares coverage of the story is receiving. We can track engagement using a pivot table to help organize and summarize which social media platform the story is receiving the most impressions in order to see where our social media tactics are working and which need improvement. For example, if the pivot table data that monitors interactions across social media platforms conveys that people are navigating to the article on the Austin Chronicle website from links on Instagram and Twitter but not Facebook, we will have to rethink the way we have shared the story on that platform. Instead of using a simple Facebook post to share the story, we could instead try hosting a Facebook Live with the writer, Tim Stegall, and other people who were interviewed in the article for a more natural, interesting, and interactive way to engage with the content!